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Selling **CROP INSURANCE**

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U.S. DEPARTMENT OF AGRICULTURE



WAR FOOD ADMINISTRATION
FEDERAL CROP INSURANCE CORPORATION
AGRICULTURAL ADJUSTMENT AGENCY

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WHAT EVERY FARMER WANTS



GOOD PRICES

BETTER LAND

CROP ASSURANCE

Ever since man first tilled the land, farmers have sought good prices, better land, and crop assurance as the basis for their happiness and well-being. Until a few years ago, their attempts to obtain these desires had been none too successful.

It took a Nation-wide collapse of agriculture to awaken the Nation to the realization that a sound agriculture was vital to its existence. As a result, the Government, cooperating with farmers, has made big gains toward . . .

GOOD PRICES . . . Through loan and price-support programs.

BETTER LAND . . . Through soil-improvement programs.

But good prices and productive soil mean little to the income of a farmer when the uncontrollable factors of weather, crop diseases, and insects work against him. It's as uncertain as life—which we insure against. It's as uncertain as accidents—which we insure against. Doesn't it seem foolish not to insure the crop that pays for this other insurance?

The third desire of farm people is now attainable . . .

CROP ASSURANCE . . . Through Federal crop insurance.



"AM I NEXT?"

Farmers gamble on the weather. The success or failure of a whole year's work and investment hangs on the weather.

Most of the time, farmers win their gamble. Yet every year in nearly every part of the country, there are some farmers who lose—who fall victims to droughts . . . floods . . . storms . . . hail . . . lightning . . . frost . . . winterkill . . . wildlife . . . excessive rainfall . . . fire . . . wind . . . disease . . . insects.

These misfortunes play no favorites. Farmers, regardless of where they live or how well they farm, are robbed of their crops. The lucky farmer may have escaped year after year—yet he never knows. **HE MAY BE NEXT.**

When his crop is lost, his plans are upset—plans for paying debts, for keeping up insurance policies, for buying new machinery, for educating Mary and Johnny, for repairing the barn. It may be necessary to mortgage the farm before the victim can start again the next year. If his credit is exhausted, misfortune may become disaster.

Crop Insurance Protects Against Such Hazards

THE GOVERNMENT AND CROP INSURANCE

Why is the Federal Government in the insurance business?

Farming is a hazardous business . . . so risky that few private insurance companies have ever attempted to write insurance to cover all hazards. The few that tried abandoned the attempts.

In order that farmers might insure their business in a way that would give them protection similar to that offered other businesses, the Government has established a program of crop insurance. The situation might be compared to the Government's establishment more than a century ago of a Nation-wide postal system. No private or State company was able to tackle the job. The Government could and succeeded.

History

Ever since the time of Benjamin Franklin, there has been discussion of the need for crop insurance. Stimulated by a growing demand, the Federal Government began in 1920 to study plans for all-risk insurance. It was not until 1939, after the disastrous droughts of 1934 and 1936, that a program of Federal insurance was approved by Congress and offered to farmers. Wheat was the first crop covered and cotton was added in 1942. No insurance was written on 1944 crops.

The 1945 program provides general coverage for wheat, cotton, and flax and coverage on corn and tobacco on a trial basis in selected counties.

The Federal Crop Insurance Corporation is an agency of the War Food Administration. The manager is appointed by a board of three directors, who in turn are appointed by the War Food Administrator. A part of the field work is handled through offices of the Agricultural Adjustment Agency. Reports of losses are made to county AAA offices and adjusted by representatives of the Federal Crop Insurance Corporation.

LET'S TALK ABOUT SELLING

They Won't Grab the Pencil From Your Hand

If there's one thing that people selling insurance have learned from bitter experience, it is this:

ALL INSURANCE MUST BE SOLD.

There is no substitute for personal contact and enthusiasm in selling insurance. Of course, a good, sound product comes ahead of everything else.

You have it. Can you think of anything with more appeal to a farmer than to be assured a crop at planting time?

It Pays To Plan



Your best preparation for selling is to lay out a sales talk.

You don't have to be a high-pressure promoter to plan and use a sales talk that will get results . . . and commissions. Simply sit down with paper and pencil and write down *your* plan.

FIRST. Think over the horse-sense reasons for buying crop insurance—"I may be next to lose . . . covers all natural risks . . . protects my time and money investment . . . assures income . . . nonprofit."

SECOND. Write down your selling points. Include some aimed directly at the prospect you are about to see. Organize the points of your sales plan one-two-three. Be sure you have a closing punch.

THIRD. Once you begin talking to the prospect, stick to your plan. Keep the conversation on the right track. Don't talk rates until you are ready to talk rates.

INFLUENCING PEOPLE

You are ready to tackle your first insurance prospect for crop insurance. What approaches are you going to use?

Here are some angles that have paid off well for other sellers of crop insurance:

SELL PROTECTION. Point out that crop insurance is the only sure-fire protection for the man who is "next" on the crop-failure list. No matter how good seed is used, how much work is done, at the time of planting only crop insurance can guarantee a return.

PICK OUT SELLING POINTS which will appeal particularly to the man you are talking to. And don't forget to address some facts to the farmer's wife. Women often have more to say than the menfolks about how the family money is spent.

DON'T ARGUE ABOUT PREMIUMS AND YIELDS. If the prospect thinks the cost is high, emphasize the all-risk coverage of Federal crop insurance. No other policy offers such all-inclusive protection.

YOU CAN'T CHANGE THE RATES. Salesmen for other types of insurance cannot change their rates. Crop-insurance rates are set by actuarial experts from study of past production and loss records for the farm and the community.

CROP INSURANCE IS NOT A PROFIT-MAKING DEVICE. No one buys fire or any other insurance in hope of collecting on it. Likewise, a farmer does not vaccinate his hogs and expect them to die.

CROP INSURANCE PREMIUMS ARE DEDUCTIBLE as an operating expense from gross income on Federal income-tax returns. Furthermore, Federal crop insurance is nonprofit; the Government pays the operating costs.

MORE \$ \$ \$ FOR YOU

If You . . .



LET the prospect have his say without interrupting him. If you see a final “No” coming, stall it off . . . suggest that you call again.

WATCH for prospects on Main Street, at auctions, and at other places where farmers and landlords gather.

RECALL past crop losses in the neighborhood and call attention to them. This is something that always strikes home.

ADVERTISE your product . . . through newspaper ads, movie slides, give-away cards.

REACH absentee landlords by mail. Anyone with an interest in the crop is an insurance prospect.

TALK the idea of crop insurance to bankers, elevator men, and other influential people who talk to farmers.

If You . . .

DON'T try to sell with anyone present except the farmer or members of his family. Don't talk to prospects in groups.

DON'T rush a man into signing. On the other hand, don't delay when you “feel” the iron is hot. Waiting creates doubts.

DON'T attempt to sell at a time inconvenient for the prospect . . . when he has one eye on the clock or is fidgeting about other things.

DON'T argue with a prospect. If he becomes too argumentative himself, make your exit. Your very silence may make him think he is missing something.

YOU MUST HAVE THE ANSWERS

Every good salesman knows his product. You should know these things about Federal crop insurance:

- The hazards insured against.
- The period of coverage.
- How the coverage applies to each farm.
- When and how premiums are paid.
- When, where, and how claims for losses are reported.
- The method of adjusting loss claims.
- The procedure for paying indemnities.

ARE YOU "SOLD"?

Do you believe in crop insurance? Do you carry it on your crops?

The final test of any salesman is enthusiasm for his product. If you DON'T believe in crop insurance, you *can't* sell it.

If you DO believe in it . . . you *can* sell it.